

Demographic Detail Comparison

Geography: 1 Mile: Hwy. 7 & Bonanza, 3 Miles: Hwy. 7 & Bonanza, 5 Miles: Hwy. 7 & Bonanza

1 Mile: Hwy. 7 & Bonanza 3 Miles: Hwy. 7 & Bonanza 5 Miles: Hwy. 7 & Bonanza

2013B Demographics:

Employees	440	7,466	23,285
Establishments*	118	983	3,307
Total Population	5,874	27,757	92,007
Total Households	2,388	10,339	33,548
Female Population	3,086	14,181	46,635
% Female	52.53	51.09	50.68
Male Population	2,788	13,577	45,371
% Male	47.46	48.90	49.31
Population Density (per Sq. Mi.)	2,187.19	1,054.64	1,249.22

Age:

Age 0 - 4	8.1%	8.1%	7.3%
Age 5 - 14	13.8%	16.0%	16.1%
Age 15 - 19	3.7%	5.2%	6.3%
Age 20 - 24	2.0%	4.1%	4.5%
Age 25 - 34	10.8%	11.8%	11.4%
Age 35 - 44	17.5%	17.5%	16.8%
Age 45 - 54	11.4%	14.4%	15.9%
Age 55 - 64	14.1%	12.4%	12.0%
Age 65 - 74	13.0%	6.7%	5.7%
Age 75 - 84	4.5%	2.6%	2.5%
Age 85 +	0.6%	0.5%	0.9%
Median Age	41.2	37.7	37.6

Housing Units

Total Housing Units	2,582	10,614	34,347
Occupied Housing Units	92.5%	97.4%	97.6%
Vacant Housing Units	7.5%	2.5%	2.3%

Housing Units by Tenure

Occupied Housing Units	2,388	10,339	33,548
Owner Occupied Housing Units	2,129	8,330	27,554
Owner Occupied free and clear	19.9%	15.8%	13.3%
Owner Occupied with a mortgage or loan	69.2%	64.7%	68.7%
Renter Occupied Housing Units	10.8%	19.4%	17.8%

Race and Ethnicity

American Indian, Eskimo, Aleut	0.2%	0.8%	0.6%
Asian	3.8%	4.1%	4.8%
Black	0.5%	0.9%	1.0%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	91.0%	86.1%	86.3%
Other	1.7%	4.6%	3.7%

Multi-Race	2.4%	3.2%	3.1%
Hispanic Ethnicity	6.7%	16.4%	13.3%
Not of Hispanic Ethnicity	93.2%	83.5%	86.6%

Race of Hispanics

Hispanics	396	4,568	12,291
American Indian	1.5%	2.5%	2.0%
Asian	0.0%	0.2%	0.3%
Black	0.2%	0.6%	0.7%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	63.0%	61.6%	61.2%
Other	23.8%	27.6%	27.2%
Multi-Race	11.2%	7.2%	8.4%

Race of Non Hispanics

Non Hispanics	5,478	23,189	79,716
American Indian	0.1%	0.5%	0.4%
Asian	4.1%	4.8%	5.5%
Black	0.5%	1.0%	1.1%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	93.0%	90.9%	90.2%
Other	0.1%	0.1%	0.1%
Multi-Race	1.8%	2.4%	2.3%

Marital Status:

Age 15 + Population	4,581	21,046	70,388
Divorced	6.8%	10.4%	10.5%
Never Married	19.1%	24.5%	25.0%
Now Married	70.2%	61.7%	60.2%
Now Married - Separated	1.4%	1.5%	1.0%
Widowed	3.7%	3.2%	4.1%

Educational Attainment:

Total Population Age 25+	4,244	18,441	60,341
Grade K - 8	1.3%	2.5%	1.7%
Grade 9 - 12	3.9%	4.2%	3.4%
High School Graduate	17.5%	19.3%	17.5%
Associates Degree	6.9%	6.7%	7.5%
Bachelor's Degree	33.5%	29.3%	31.4%
Graduate Degree	17.7%	15.4%	17.3%
Some College, No Degree	18.6%	21.4%	20.5%

Household Income:

Income \$ 0 - \$9,999	2.6%	4.7%	3.2%
Income \$ 10,000 - \$14,999	0.5%	1.7%	1.7%
Income \$ 15,000 - \$24,999	2.3%	5.1%	4.9%
Income \$ 25,000 - \$34,999	4.1%	5.2%	5.5%
Income \$ 35,000 - \$49,999	6.5%	10.5%	9.2%
Income \$ 50,000 - \$74,999	17.1%	19.0%	18.5%

Income \$ 75,000 - \$99,999	20.6%	16.7%	16.8%
Income \$100,000 - \$124,999	12.9%	11.6%	13.5%
Income \$125,000 - \$149,999	10.7%	8.2%	9.1%
Income \$150,000 +	22.1%	16.8%	17.0%

Average Household Income	\$125,332	\$104,453	\$107,520
Median Household Income	\$94,666	\$79,861	\$84,545
Per Capita Income	\$50,947	\$38,911	\$39,243

Vehicles Available

0 Vehicles Available	2.1%	2.9%	2.2%
1 Vehicle Available	12.9%	22.5%	22.8%
2+ Vehicles Available	84.9%	74.5%	74.9%
Average Vehicles Per Household	2.47	2.22	2.18
Total Vehicles Available	5,906	23,032	73,308

2018 Demographics:

Total Population	7,497	32,880	104,718
Total Households	3,090	12,290	38,356
Female Population	3,914	16,753	53,012
% Female	52.2%	50.9%	50.6%
Male Population	3,582	16,127	51,706
% Male	47.7%	49.0%	49.3%

Age:

Age 0 - 4	8.2%	8.0%	7.2%
Age 5 - 14	14.5%	16.1%	16.0%
Age 15 - 19	3.8%	5.0%	6.0%
Age 20 - 24	2.0%	3.9%	4.5%
Age 25 - 34	10.0%	11.4%	11.1%
Age 35 - 44	16.6%	16.9%	16.1%
Age 45 - 54	10.9%	13.5%	14.9%
Age 55 - 64	13.5%	12.9%	12.8%
Age 65 - 74	14.7%	8.4%	7.2%
Age 75 - 84	4.5%	2.8%	2.7%
Age 85 +	0.6%	0.6%	0.9%
Median Age	41.2	38.0	38.1

Housing Units

Total Housing Units	3,368	12,657	39,340
Occupied Housing Units	91.7%	97.0%	97.5%
Vacant Housing Units	8.2%	2.8%	2.5%

Housing Units by Tenure

Owner Occupied Housing Units	2,736	10,021	31,705
Owner Occupied free and clear	19.6%	15.4%	13.3%
Owner Occupied with a mortgage or loan	68.9%	66.0%	69.3%

Renter Occupied Housing Units	11.4%	18.4%	17.3%
Race and Ethnicity			
American Indian, Eskimo, Aleut	0.2%	0.8%	0.6%
Asian	4.4%	4.6%	5.5%
Black	0.5%	0.9%	1.1%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	90.0%	85.7%	85.6%
Other	1.7%	4.1%	3.4%
Multi-Race	2.8%	3.5%	3.4%
Hispanic Ethnicity	7.5%	16.3%	13.8%
Not of Hispanic Ethnicity	92.4%	83.6%	86.1%
Race of Hispanics			
Hispanics	567	5,362	14,514
American Indian	1.6%	2.7%	2.0%
Asian	0.0%	0.2%	0.3%
Black	0.1%	0.6%	0.7%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	63.5%	63.2%	62.9%
Other	22.0%	24.8%	24.3%
Multi-Race	12.5%	8.4%	9.4%
Race of Non Hispanics			
Non Hispanics	6,929	27,518	90,204
American Indian	0.1%	0.5%	0.4%
Asian	4.8%	5.5%	6.3%
Black	0.6%	1.0%	1.1%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	92.2%	90.1%	89.2%
Other	0.1%	0.1%	0.1%
Multi-Race	2.0%	2.5%	2.5%
Marital Status:			
Age 15 + Population	5,782	24,927	80,358
Divorced	6.8%	10.0%	10.3%
Never Married	19.3%	24.1%	24.8%
Now Married	69.9%	62.6%	60.6%
Now Married - Separated	1.5%	1.5%	1.0%
Widowed	3.7%	3.2%	4.2%
Educational Attainment:			
Total Population Age 25+	5,337	21,961	69,260
Grade K - 9	1.2%	2.2%	1.6%
Grade 9 - 12	3.9%	4.1%	3.3%
High School Graduate	17.1%	18.6%	16.8%
Associates Degree	6.9%	6.9%	7.5%
Bachelor's Degree	33.8%	29.9%	32.0%
Graduate Degree	17.9%	16.0%	17.7%

Some College, No Degree	18.6%	21.3%	20.3%
Household Income:			
Income \$ 0 - \$9,999	1.6%	3.1%	2.1%
Income \$ 10,000 - \$14,999	0.7%	1.8%	1.6%
Income \$ 15,000 - \$24,999	1.8%	4.1%	3.8%
Income \$ 25,000 - \$34,999	3.1%	4.3%	4.5%
Income \$ 35,000 - \$49,999	5.1%	8.7%	7.8%
Income \$ 50,000 - \$74,999	13.8%	16.0%	14.9%
Income \$ 75,000 - \$99,999	16.6%	15.7%	15.3%
Income \$100,000 - \$124,999	15.8%	14.1%	15.8%
Income \$125,000 - \$149,999	12.8%	10.3%	11.6%
Income \$150,000 +	28.2%	21.4%	22.0%
Average Household Income	\$145,991	\$121,705	\$124,762
Median Household Income	\$110,554	\$93,443	\$99,378
Per Capita Income	\$60,180	\$45,495	\$45,731
Vehicles Available			
0 Vehicles Available	2.0%	2.7%	2.1%
1 Vehicle Available	13.2%	21.5%	22.4%
2+ Vehicles Available	84.6%	75.6%	75.3%
Average Vehicles Per Household	2.46	2.24	2.19
Total Vehicles Available	7,602	27,624	84,066
2010 Demographics:			
Total Population	4,601	24,543	85,405
Total Households	1,868	9,104	31,107
Female Population	2,388	12,517	43,286
% Female	51.90	51.00	50.67
Male Population	2,213	12,026	42,119
% Male	48.09	49.00	49.32
Population Density (per Sq. Mi.)	1,503.95	779.25	1,000.25
Age:			
Age 0 - 4	8.7%	8.7%	7.7%
Age 5 - 14	14.4%	15.7%	16.3%
Age 15 - 19	3.3%	5.2%	6.2%
Age 20 - 24	2.0%	3.6%	3.8%
Age 25 - 34	13.7%	13.4%	12.3%
Age 35 - 44	17.0%	17.6%	17.2%
Age 45 - 54	11.0%	14.6%	16.3%
Age 55 - 64	13.2%	11.8%	11.4%
Age 65 - 74	11.9%	6.0%	5.2%
Age 75 - 84	3.8%	2.4%	2.4%
Age 85 +	0.5%	0.5%	0.9%
Median Age	39.1	36.7	37.1

Housing Units

Total Housing Units	3,368	12,657	39,340
Occupied Housing Units	91.7%	97.0%	97.5%
Vacant Housing Units	8.2%	2.8%	2.5%

Housing Units by Tenure

Owner Occupied Housing Units	1,668	7,367	25,754
Owner Occupied free and clear	16.9%	14.7%	12.8%
Owner Occupied with a mortgage or loan	72.3%	66.1%	69.9%
Renter Occupied Housing Units	10.6%	19.0%	17.2%

Race and Ethnicity

American Indian, Eskimo, Aleut	0.2%	0.7%	0.6%
Asian	3.9%	3.9%	4.8%
Black	0.6%	0.7%	0.9%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	90.6%	86.7%	86.8%
Other	2.0%	4.8%	3.7%
Multi-Race	2.5%	2.9%	2.9%
Hispanic Ethnicity	6.8%	16.1%	12.6%
Not of Hispanic Ethnicity	93.1%	83.8%	87.3%

Race of Hispanics

Hispanics	317	3,952	10,777
American Indian	1.9%	2.1%	1.8%
Asian	0.0%	0.2%	0.3%
Black	0.2%	0.5%	0.6%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	59.7%	61.4%	60.4%
Other	27.1%	29.2%	28.7%
Multi-Race	10.8%	6.4%	7.8%

Race of Non Hispanics

Non Hispanics	4,284	20,590	74,628
American Indian	0.1%	0.4%	0.4%
Asian	4.1%	4.6%	5.4%
Black	0.6%	0.8%	0.9%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	92.9%	91.5%	90.7%
Other	0.1%	0.1%	0.1%
Multi-Race	1.9%	2.2%	2.2%

Marital Status:

Age 15 + Population	3,536	18,531	64,852
Divorced	7.1%	11.2%	10.9%
Never Married	19.9%	25.3%	25.4%
Now Married	70.0%	60.5%	59.8%

Now Married - Separated	1.5%	1.4%	1.0%
Widowed	2.9%	2.9%	3.7%

Educational Attainment:

Total Population Age 25+	3,285	16,352	56,267
Grade K - 8	1.1%	2.3%	1.7%
Grade 9 - 12	4.0%	4.2%	3.5%
High School Graduate	18.1%	19.8%	17.8%
Associates Degree	7.0%	6.7%	7.4%
Bachelor's Degree	32.6%	29.0%	31.3%
Graduate Degree	17.6%	15.2%	17.1%
Some College, No Degree	19.0%	21.8%	20.6%

Household Income:

Income \$ 0 - \$9,999	2.4%	4.6%	3.1%
Income \$ 10,000 - \$14,999	0.5%	1.9%	1.8%
Income \$ 15,000 - \$24,999	2.6%	5.4%	5.0%
Income \$ 25,000 - \$34,999	3.5%	5.1%	5.8%
Income \$ 35,000 - \$49,999	6.1%	11.3%	10.0%
Income \$ 50,000 - \$74,999	18.2%	20.2%	19.7%
Income \$ 75,000 - \$99,999	22.3%	16.4%	16.9%
Income \$100,000 - \$124,999	14.2%	12.0%	13.7%
Income \$125,000 - \$149,999	10.6%	8.0%	8.8%
Income \$150,000 +	19.3%	14.5%	14.7%

Average Household Income	\$122,601	\$100,722	\$103,535
Median Household Income	\$93,161	\$76,602	\$80,944
Per Capita Income	\$49,783	\$37,365	\$37,748

Vehicles Available

0 Vehicles Available	1.7%	2.7%	2.1%
1 Vehicle Available	12.4%	22.7%	22.8%
2+ Vehicles Available	85.7%	74.4%	74.9%
Average Vehicles Per Household	2.51	2.22	2.18
Total Vehicles Available	4,700	20,282	67,976

2000 Census Demographics:

Total Population	53	11,988	54,282
Total Households	25	4,392	19,643
Female Population	26	5,991	27,227
% Female	48.8%	49.9%	50.1%
Male Population	27	5,997	27,054
% Male	51.1%	50.0%	49.8%

Age:

Age 0 - 4	4.9%	7.8%	8.1%
Age 5 - 14	11.9%	15.8%	16.2%
Age 15 - 19	6.2%	6.9%	6.6%
Age 20 - 24	3.3%	5.7%	4.4%

Age 25 - 34	9.5%	16.7%	16.0%
Age 35 - 44	21.4%	19.2%	20.8%
Age 45 - 54	19.9%	14.1%	14.9%
Age 55 - 64	4.9%	6.5%	6.6%
Age 65 - 74	3.1%	4.0%	3.5%
Age 75 - 84	1.0%	2.1%	1.7%
Age 85 +	0.7%	0.6%	0.5%

Median Age	38.6	33.2	34.2
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Housing Units Trend

Total Housing Units	26	4,572	20,227
Owner Occupied Housing Units	66.0%	72.3%	81.1%
Renter Occupied Housing Units	12.8%	24.7%	16.1%
Vacant Housing Units	2.4%	4.0%	2.8%

Race and Ethnicity

American Indian, Eskimo, Aleut	1.0%	1.0%	0.7%
Asian	0.5%	2.8%	3.1%
Hawaiian or other Pacific Islander	0.0%	0.0%	0.0%
Black	0.2%	0.8%	0.7%
White	89.0%	81.9%	88.0%
Other	5.4%	10.2%	4.8%
Two or More Races	2.0%	3.2%	2.4%
Hispanic Ethnicity	14.8%	22.7%	12.2%
Not of Hispanic Ethnicity	85.1%	77.2%	87.7%

Marital Status:

Age 15 + Population	38	9,134	40,994
Divorced	0.0%	5.3%	9.2%
Never Married	0.0%	12.0%	20.2%
Now Married	0.0%	28.4%	54.0%
Separated	0.0%	1.4%	2.3%
Widowed	0.0%	1.5%	2.2%

Educational Attainment:

Total Population Age 25+	0	3,802	31,036
Grade K - 9	N/A%	3.5%	2.5%
Grade 9 - 11, No diploma	N/A%	4.5%	4.4%
High School Graduate	N/A%	20.3%	19.5%
Associates Degree	N/A%	6.2%	7.5%
Bachelor's Degree	N/A%	26.3%	27.5%
Graduate Degree	N/A%	16.1%	14.6%
Some College, No Degree	N/A%	21.6%	22.7%
No Schooling Completed	N/A%	1.2%	0.9%
Public School Enrollment	N/A%	87.2%	84.9%
Private School Enrollment	N/A%	12.7%	15.0%

Household Income:

Income \$ 0 - \$9,999	0.0%	2.5%	3.2%
Income \$ 10,000 - \$14,999	0.0%	1.5%	2.2%
Income \$ 15,000 - \$24,999	0.0%	4.4%	5.1%
Income \$ 25,000 - \$34,999	0.0%	6.6%	8.0%
Income \$ 35,000 - \$49,999	0.0%	7.9%	11.7%
Income \$ 50,000 - \$74,999	0.0%	14.2%	23.9%
Income \$ 75,000 - \$99,999	0.0%	7.8%	15.2%
Income \$100,000 - \$124,999	0.0%	4.7%	8.5%
Income \$125,000 - \$149,999	0.0%	2.4%	3.8%
Income \$150,000 - \$199,999	0.0%	2.0%	3.2%
Income \$200,000 or More	0.0%	2.2%	3.4%
Average Household Income	\$0	\$41,119	\$67,346
Median Household Income	\$N/A	\$58,755	\$63,847
Per Capita Income	\$0	\$15,064	\$24,370

Vehicles Available

0 Vehicles Available	0.0%	1.6%	2.0%
1 Vehicle Available	0.0%	15.0%	20.3%
2 Vehicles Available	0.0%	26.0%	43.7%
3+ Vehicles Available	0.0%	14.1%	22.6%
Average Vehicles Per Household	0.00	1.10	1.80
Total Vehicles Available	0	5,108	36,250

Population Trend

2000	53	11,988	54,282
2010	4,601	24,543	85,405
Change 2000 to 2010	8,507.0%	104.7%	57.3%
2013B	5,874	27,757	92,007
2018	7,497	32,880	104,718
Change 2013B to 2018	27.6%	18.4%	13.8%

Household Trend

2000	25	4,392	19,643
2010	1,868	9,104	31,107
Change 2000 to 2010	7,269.8%	107.2%	58.3%
2013B	2,388	10,339	33,548
2018	3,090	12,290	38,356
Change 2013B to 2018	29.4%	18.8%	14.3%

Average Household Size Trend

2000	2.5	2.7	2.7
2010	2.4	2.7	2.7
Change 2000 to 2010	-1.1%	0.4%	0.2%
2013B	2.4	2.7	2.7
2018	2.4	2.7	2.7
Change 2013B to 2018	-1.1%	0.1%	0.1%

Median Age Trend

2000	38.6	33.2	34.2
2010	39.1	36.7	37.1
2013B	41.2	37.7	37.6
2018	41.2	38.0	38.1

Housing Units Trend

Total Housing Units

Change 2999 to 2010	7,824.2%	109.6%	61.2%
Change 2013B to 2018	30.4%	19.2%	14.5%

Owner Occupied Housing Units

Change 2000 to 2010	9,625.9%	122.7%	56.8%
Change 2013B to 2018	28.4%	20.2%	15.0%

Renter Occupied Housing Units

Change 2000 to 2010	5,888.3%	53.5%	63.9%
Change 2013B to 2018	36.9%	12.9%	10.9%

Vacant Housing Units

Change 2000 to 2010	29,984.2%	163.9%	159.1%
Change 2013B to 2018	43.6%	33.5%	23.1%

Race and Ethnicity Trend

American Indian, Eskimo, Aleut

Change 2000 to 2010	1,933.5%	51.4%	32.5%
Change 2013B to 2018	34.3%	18.0%	15.2%

Asian or Pacific Islander

Change 2000 to 2010	65,758.3%	184.3%	139.4%
Change 2013B to 2018	45.6%	33.6%	28.5%

Asian

Change 2013B to 2018	45.7%	33.8%	28.6%
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Hawaiian/Pacific Islander

Change 2013B to 2018	32.6%	18.3%	13.9%
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Black

Change 2000 to 2010	20,857.7%	101.8%	83.1%
Change 2013B to 2018	30.3%	23.1%	19.7%

White

Change 2000 to 2010	8,660.7%	116.7%	55.2%
Change 2013B to 2018	26.1%	17.9%	12.8%

Other

Change 2000 to 2010	3,054.6%	-2.6%	22.3%
Change 2013B to 2018	33.1%	5.7%	5.8%

Two or More Races

Change 2000 to 2010	10,337.6%	85.5%	93.3%
Change 2013B to 2018	46.1%	29.6%	24.6%

Hispanic Ethnicity

Change 2000 to 2010	3,892.6%	45.0%	62.6%
Change 2013B to 2018	43.1%	17.3%	18.0%

Not of Hispanic Ethnicity

1 Mile: Hwy. 7 & Bonanza 3 Miles: Hwy. 7 & Bonanza 5 Miles: Hwy. 7 & Bonanza

Change 2000 to 2010	9,311.2%	122.3%	56.6%
Change 2013B to 2018	26.4%	18.6%	13.1%

**Establishment counts include D&B business location records that have a valid telephone, known SIC code and D&B rating as well as exclude cottage industries (businesses that operate from a residence).*

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Consumer Expenditure Comparison

Geography: 1 Mile: Hwy. 7 & Bonanza, 3 Miles: Hwy. 7 & Bonanza, 5 Miles: Hwy. 7 & Bonanza

	1 Mile: Hwy. 7 & Bonanza	3 Miles: Hwy. 7 & Bonanza	5 Miles: Hwy. 7 & Bonanza
2013B Consumer Expenditures (Average Household Annual Expenditures):			
Total Households	2,388	10,339	33,548
Median Household Income	\$94,666	\$79,861	\$84,545
Total Average Household Expenditure	\$75,110	\$68,385	\$70,430
Airline Fares	\$671.55	\$563.48	\$588.97
Alcoholic beverages purchased on trips	\$105.37	\$85.12	\$87.62
Alimony Expenditures	\$178.78	\$111.45	\$107.93
Alteration, Repair and Tailoring of Apparel and Accessories	\$11.66	\$9.98	\$10.50
Apparel and Services for Children Under 2	\$58.56	\$58.96	\$59.50
Apparel Laundry and Dry Cleaning not coin-operated	\$92.26	\$80.31	\$84.51
Audio Equipment and Sound Components	\$10.91	\$10.24	\$10.94
Books thru book clubs	\$7.25	\$6.05	\$6.12
Books not thru book clubs	\$84.40	\$71.28	\$73.51
Boys' active sportswear	\$2.58	\$2.39	\$2.52
Cash contributions to charities, church, religious, educational, political and other organizations	\$1,866.14	\$1,428.23	\$1,465.43
CDs, Records, Audio Tapes	\$13.83	\$12.83	\$13.16
Cellular Phone Service	\$919.75	\$924.39	\$945.35
Child Support Expenditures	\$309.86	\$327.72	\$335.06
College Tuition	\$880.16	\$930.04	\$1,005.62
Computers and Computer Hardware for nonbusiness use	\$264.06	\$237.77	\$247.81
Computer information services	\$496.39	\$465.94	\$477.91
Coolant, brake fluid, transmission fluid, and other additives	\$5.57	\$5.75	\$5.70
Cosmetics, perfume, bath preparations	\$263.08	\$237.65	\$244.52
Deodorants, feminine hygiene, miscellaneous personal care	\$49.50	\$45.89	\$47.24
Electricity	\$1,368.20	\$1,300.16	\$1,318.54
Fees for Recreational Lessons	\$158.93	\$153.63	\$163.50
Finance Charges Excluding Mortgage And Vehicle	\$286.29	\$273.94	\$281.56
Floor Coverings, Nonpermanent	\$34.00	\$25.62	\$26.01
Food or Board at School	\$61.65	\$65.31	\$74.68
Food on out-of-town trips	\$468.77	\$381.77	\$393.54
Funeral Expenses	\$90.34	\$94.31	\$95.15
Furniture	\$505.67	\$453.04	\$465.76
Gasoline And Motor Oil	\$3,386.21	\$3,263.44	\$3,336.78
Gifts of Movie, Theatre, Amusement Parks, and Other	\$11.63	\$10.52	\$10.86
Girls' Active Sportswear	\$23.55	\$25.39	\$26.23
Hair Care Products	\$102.26	\$94.48	\$96.79
Hospital Room and Services	\$181.63	\$178.49	\$183.31
Health Care Insurance	\$508.37	\$471.16	\$492.67
Health Maintenance Organization (not BCBS)	\$492.49	\$442.16	\$455.04
Housekeeping Services	\$276.76	\$207.87	\$217.96
Household Textiles	\$217.43	\$180.65	\$182.40

	1 Mile: Hwy. 7 & Bonanza	3 Miles: Hwy. 7 & Bonanza	5 Miles: Hwy. 7 & Bonanza
Intracity Bus Fares	\$18.05	\$15.18	\$15.64
Intracity Mass Transit Fares	\$79.62	\$89.40	\$90.28
Jewelry	\$141.05	\$121.43	\$128.11
Legal fees	\$289.13	\$259.00	\$262.63
Life and Other Personal Insurance	\$474.04	\$412.19	\$428.29
Maintenance and Repair Services	\$1,766.66	\$1,450.68	\$1,498.81
Medical equipment for general use	\$6.32	\$5.08	\$5.23
Men's Suits	\$22.85	\$19.92	\$21.41
Miscellaneous fees	\$2.75	\$2.66	\$2.91
Mortgage interest and charges owned dwellings	\$6,345.82	\$5,853.07	\$6,104.38
Mortgage interest and charges owned vacation homes	\$176.09	\$141.84	\$147.90
Movie, Theater, Amusement parks, and Other	\$213.43	\$188.24	\$194.06
Natural Gas	\$443.25	\$407.16	\$417.95
New Cars	\$996.46	\$816.26	\$841.50
New Trucks	\$1,374.67	\$1,065.85	\$1,099.09
New Motorcycle	\$78.68	\$54.46	\$53.61
Newspaper, Magazine by Subscription	\$78.56	\$59.96	\$61.42
Oral Hygiene Products, Articles	\$48.27	\$44.57	\$45.07
Other Household Products	\$454.75	\$413.10	\$422.75
Other Home Services	\$30.64	\$26.03	\$27.00
Other Tobacco Products	\$260.77	\$275.49	\$276.36
Personal Care Services	\$452.68	\$392.57	\$405.01
Pet Purchase, Supplies, Medicine	\$238.15	\$227.68	\$234.99
Photo Processing	\$15.13	\$12.75	\$13.02
Portable Heating and Cooling Equipment	\$21.96	\$16.17	\$16.28
Property taxes owned dwellings	\$2,600.48	\$2,204.50	\$2,293.61
Property taxes owned vacation homes	\$281.98	\$203.19	\$211.58
Rent	\$3,051.01	\$3,653.28	\$3,588.57
Satellite Dishes	\$1.33	\$1.18	\$1.19
Shaving Needs	\$26.32	\$23.83	\$24.33
Small Electric Kitchen Appliances	\$41.77	\$35.46	\$36.00
Residential Telephone/Pay Phones	\$441.70	\$401.26	\$408.22
Televisions	\$115.53	\$109.12	\$111.03
Tobacco Products and Smoking supplies	\$260.77	\$275.49	\$276.36
Tolls or Electronic Toll Passes	\$54.10	\$49.10	\$50.79
Toys, Games, Arts and Crafts, and Tricycles	\$202.12	\$181.43	\$185.91
Used Cars	\$832.32	\$773.77	\$807.09
Used Trucks	\$739.40	\$778.52	\$782.01
VCR's and Video Disc Players	\$10.88	\$10.57	\$10.93
Vehicle Insurance	\$1,183.90	\$1,092.93	\$1,132.13
Vehicle Air Conditioning Repair	\$27.89	\$24.12	\$24.80
Vehicle Inspection	\$16.82	\$15.19	\$15.51
Video Game Hardware And Software	\$54.74	\$52.90	\$55.45
Watches	\$42.72	\$40.96	\$40.39
Women's Suits	\$9.56	\$8.49	\$9.06

	1 Mile: Hwy. 7 & Bonanza	3 Miles: Hwy. 7 & Bonanza	5 Miles: Hwy. 7 & Bonanza
	1 Mile: Hwy. 7 & Bonanza	3 Miles: Hwy. 7 & Bonanza	5 Miles: Hwy. 7 & Bonanza
2018 Consumer Expenditures (Average Household Annual Expenditures):			
Total Households	3,090	12,290	38,356
Median Household Income	\$110,554	\$93,443	\$99,378
Total Average Household Expenditure	\$86,061	\$79,415	\$81,483
Airline Fares	\$796.83	\$686.42	\$714.50
Alcoholic beverages purchased on trips	\$125.93	\$103.87	\$106.06
Alimony Expenditures	\$217.25	\$140.53	\$134.72
Alteration, Repair and Tailoring of Apparel and Accessories	\$13.09	\$11.56	\$12.16
Apparel and Services for Children Under 2	\$66.45	\$67.12	\$67.54
Apparel Laundry and Dry Cleaning not coin-operated	\$105.09	\$93.79	\$97.89
Audio Equipment and Sound Components	\$12.42	\$12.25	\$12.86
Books thru book clubs	\$6.82	\$5.56	\$5.65
Books not thru book clubs	\$71.29	\$61.24	\$62.78
Boys' active sportswear	\$2.95	\$2.81	\$2.91
Cash contributions to charities, church, religious, educational, political and other organizations	\$2,108.65	\$1,664.17	\$1,700.66
CDs, Records, Audio Tapes	\$15.83	\$14.80	\$15.18
Cellular Phone Service	\$1,064.17	\$1,070.35	\$1,091.01
Child Support Expenditures	\$319.12	\$337.68	\$343.58
College Tuition	\$1,025.94	\$1,084.11	\$1,174.97
Computers and Computer Hardware for nonbusiness use	\$307.62	\$281.13	\$291.27
Computer information services	\$546.83	\$517.58	\$528.33
Coolant, brake fluid, transmission fluid, and other additives	\$6.42	\$6.58	\$6.53
Cosmetics, perfume, bath preparations	\$303.10	\$277.67	\$285.24
Deodorants, feminine hygiene, miscellaneous personal care	\$56.49	\$52.77	\$54.07
Electricity	\$1,592.58	\$1,521.00	\$1,537.88
Fees for Recreational Lessons	\$174.22	\$171.09	\$180.34
Finance Charges Excluding Mortgage And Vehicle	\$321.79	\$311.45	\$318.24
Floor Coverings, Nonpermanent	\$42.56	\$32.93	\$33.10
Food or Board at School	\$71.48	\$77.03	\$87.73
Food on out-of-town trips	\$568.62	\$474.57	\$485.54
Funeral Expenses	\$108.57	\$110.98	\$113.29
Furniture	\$578.11	\$525.28	\$538.28
Gasoline And Motor Oil	\$4,016.73	\$3,898.38	\$3,971.53
Gifts of Movie, Theatre, Amusement Parks, and Other	\$13.07	\$11.92	\$12.40
Girls' Active Sportswear	\$27.07	\$29.12	\$29.85
Hair Care Products	\$118.07	\$109.98	\$112.54
Hospital Room and Services	\$198.31	\$197.21	\$202.06
Health Care Insurance	\$544.76	\$514.66	\$535.10
Health Maintenance Organization (not BCBS)	\$538.65	\$491.06	\$502.82
Housekeeping Services	\$325.17	\$254.90	\$265.58
Household Textiles	\$263.29	\$222.11	\$222.28

	1 Mile: Hwy. 7 & Bonanza	3 Miles: Hwy. 7 & Bonanza	5 Miles: Hwy. 7 & Bonanza
Intracity Bus Fares	\$21.17	\$18.26	\$18.67
Intracity Mass Transit Fares	\$88.42	\$98.10	\$100.09
Jewelry	\$165.49	\$146.93	\$155.22
Legal fees	\$332.18	\$297.47	\$302.80
Life and Other Personal Insurance	\$549.08	\$488.31	\$505.50
Maintenance and Repair Services	\$1,766.66	\$1,450.68	\$1,498.81
Medical equipment for general use	\$7.28	\$5.92	\$6.07
Men's Suits	\$26.57	\$23.85	\$25.57
Miscellaneous fees	\$3.02	\$3.02	\$3.29
Mortgage interest and charges owned dwellings	\$7,143.44	\$6,696.18	\$6,940.14
Mortgage interest and charges owned vacation homes	\$204.43	\$170.34	\$177.71
Movie, Theater, Amusement parks, and Other	\$238.24	\$213.09	\$218.99
Natural Gas	\$529.57	\$491.98	\$503.43
New Cars	\$1,170.70	\$964.70	\$987.10
New Trucks	\$1,622.45	\$1,299.14	\$1,334.54
New Motorcycle	\$100.81	\$72.34	\$70.59
Newspaper, Magazine by Subscription	\$67.40	\$53.07	\$54.17
Oral Hygiene Products, Articles	\$55.49	\$51.78	\$52.17
Other Household Products	\$526.75	\$487.32	\$496.72
Other Home Services	\$34.36	\$30.17	\$31.39
Other Tobacco Products	\$317.45	\$332.31	\$332.73
Personal Care Services	\$526.25	\$464.97	\$477.93
Pet Purchase, Supplies, Medicine	\$271.97	\$261.26	\$268.38
Photo Processing	\$17.30	\$14.83	\$15.03
Portable Heating and Cooling Equipment	\$27.48	\$20.07	\$19.87
Property taxes owned dwellings	\$2,990.96	\$2,584.63	\$2,675.88
Property taxes owned vacation homes	\$327.64	\$246.40	\$256.98
Rent	\$3,464.69	\$4,081.30	\$4,031.78
Satellite Dishes	\$1.49	\$1.35	\$1.37
Shaving Needs	\$30.46	\$27.94	\$28.26
Small Electric Kitchen Appliances	\$48.79	\$42.00	\$42.39
Residential Telephone/Pay Phones	\$516.15	\$474.25	\$481.51
Televisions	\$163.66	\$155.36	\$157.46
Tobacco Products and Smoking supplies	\$317.45	\$332.31	\$332.73
Tolls or Electronic Toll Passes	\$62.43	\$57.89	\$59.21
Toys, Games, Arts and Crafts, and Tricycles	\$245.18	\$223.78	\$228.31
Used Cars	\$1,015.84	\$951.37	\$990.62
Used Trucks	\$845.83	\$897.98	\$896.02
VCR's and Video Disc Players	\$12.28	\$11.97	\$12.32
Vehicle Insurance	\$1,354.52	\$1,273.24	\$1,314.32
Vehicle Air Conditioning Repair	\$33.54	\$29.85	\$30.46
Vehicle Inspection	\$20.25	\$18.23	\$18.62
Video Game Hardware And Software	\$60.97	\$60.27	\$62.72
Watches	\$42.86	\$41.99	\$41.00
Women's Suits	\$11.15	\$10.13	\$10.75

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Daytime Population Comparison

Geography: 1 Mile: Hwy. 7 & Bonanza, 3 Miles: Hwy. 7 & Bonanza, 5 Miles: Hwy. 7 & Bonanza

1 Mile: Hwy. 7 & Bonanza 3 Miles: Hwy. 7 & Bonanza 5 Miles: Hwy. 7 & Bonanza

2013B Population & Household Overview

Population	5,874	27,757	92,007
Household Population	5,874	27,751	91,795
Family Population	87.1%	87.5%	87.6%
Non-family Population	12.8%	12.4%	12.3%
Group Quarters Population	0	6	211
Households	2,388	10,339	33,548
Family Households	89.0%	82.2%	81.5%
Non-family Households	10.9%	17.7%	18.4%

2013B Daytime Population

Total Daytime Population	3,380	18,335	61,124
Population aged 16 and under (Children)	1,153	5,532	20,222
Daytime Population Age 16+	2,226	12,802	40,902
Civilian 16+, at Workplace	442	6,438	19,505
Civilian 16+, Unemployed	155	723	2,708
Civilian 16+, Work at home	264	983	3,610
Homemakers Age 16+	829	2,858	8,510
Retired population Age 65+	941	2,223	6,883
Student popn: Pre-kindergarten to 8th	856	3,212	12,874
Student popn: 9th grade-12th grade	27	1,593	5,304
Student popn: Post-secondary students	160	848	3,788

Retail Sales Potential Comparison

Geography: 1 Mile: Hwy. 7 & Bonanza, 3 Miles: Hwy. 7 & Bonanza, 5 Miles: Hwy. 7 & Bonanza

1 Mile: Hwy. 7 & Bonanza

3 Miles: Hwy. 7 & Bonanza

5 Miles: Hwy. 7 & Bonanza

Average Annual Household Dollars 2013A

Automotive Dealers	\$3,952	\$3,472	\$3,557
Automotive Parts, Accessories, & Tire Stores	\$344	\$325	\$331
Beer, Wine, & Liquor Stores	\$239	\$215	\$220
Book Stores	\$111	\$107	\$111
Camera & Photographic Equipment Stores	\$17	\$16	\$17
Childrens and Infants Clothing Stores	\$48	\$47	\$48
Clothing Accessories Stores	\$26	\$24	\$25
Computer and Software Stores	\$77	\$71	\$73
Convenience Stores	\$145	\$139	\$142
Cosmetics, Beauty Supplies and Perfume Stores	\$37	\$33	\$33
Department Stores excluding leased depts	\$1,127	\$1,038	\$1,064
Drinking Place - Alcoholic Beverages	\$180	\$156	\$160
Family Clothing Stores	\$428	\$398	\$409
Florists	\$32	\$27	\$28
Full-service Restaurants	\$1,983	\$1,800	\$1,848
Furniture Stores	\$374	\$338	\$347
Gasoline Stations	\$3,639	\$3,531	\$3,601
Gift, Novelty, and Souvenir Stores	\$96	\$87	\$89
Hardware Stores	\$62	\$57	\$58
Hobby, Toys and Games Stores	\$82	\$74	\$76
Home Centers	\$481	\$419	\$428
Home Furnishing Stores	\$254	\$216	\$221
Household Appliances Stores	\$110	\$97	\$99
Jewelry Stores	\$102	\$91	\$94
Limited-service Eating Places	\$1,928	\$1,768	\$1,815
Luggage & Leather Goods Stores	\$12	\$11	\$11
Mens Clothing Stores	\$44	\$43	\$43
Musical Instrument and Supplies Stores	\$18	\$17	\$18
News Dealers and Newsstands	\$6	\$6	\$6
Nonstore retailers	\$1,338	\$1,216	\$1,248
Nursery and Garden centers	\$179	\$155	\$160
Office Supplies and Stationery Stores	\$130	\$116	\$119

Optical Goods Stores	\$63	\$58	\$60
Other Building Materials Dealers	\$285	\$250	\$255
Other Clothing Stores	\$51	\$46	\$48
Other General Merchandise Stores	\$2,438	\$2,301	\$2,351
Other Health and Personal Care Stores	\$51	\$45	\$46
Other Miscellaneous Store Retailers	\$400	\$373	\$382
Other Motor Vehicle Dealers	\$349	\$350	\$378
Outdoor Power Equipment Stores	\$28	\$24	\$25
Paint and Wallpaper Stores	\$52	\$44	\$44
Pharmacies and Drug Stores	\$790	\$709	\$720
Precorded Tape, Compact Disc, and Record Stores	\$13	\$12	\$13
Radio, Television and Other Electronics Stores	\$288	\$264	\$273
Sew/Needlework/Piece Goods Stores	\$36	\$29	\$30
Shoe Stores	\$194	\$188	\$193
Special Foodservices	\$26	\$23	\$24
Specialty Food Stores	\$144	\$139	\$141
Sporting Goods Stores	\$154	\$139	\$144
Supermarkets and Other Grocery (except Convenience) Stores	\$3,734	\$3,570	\$3,642
Used Merchandise Stores	\$51	\$47	\$48
Womens Clothing Stores	\$187	\$170	\$176
Total Avg Annual Retail Sales	\$33,400	\$30,876	\$31,632

Aggregate Household Dollars 2013A

Automotive Dealers	\$9,438,013	\$35,901,899	\$119,346,040
Automotive Parts, Accessories, & Tire Stores	\$822,039	\$3,362,664	\$11,104,811
Beer, Wine, & Liquor Stores	\$572,153	\$2,229,207	\$7,404,477
Book Stores	\$266,085	\$1,108,276	\$3,737,766
Camera & Photographic Equipment Stores	\$41,584	\$167,904	\$570,946
Childrens and Infants Clothing Stores	\$116,601	\$494,475	\$1,633,155
Clothing Accessories Stores	\$64,464	\$256,231	\$857,403
Computer and Software Stores	\$185,218	\$735,606	\$2,476,217
Convenience Stores	\$348,080	\$1,444,512	\$4,774,682
Cosmetics, Beauty Supplies and Perfume Stores	\$90,296	\$344,297	\$1,133,952
Department Stores excluding leased depts	\$2,692,867	\$10,737,666	\$35,708,484
Drinking Place - Alcoholic Beverages	\$432,096	\$1,616,833	\$5,395,187
Family Clothing Stores	\$1,023,640	\$4,124,636	\$13,746,598
Florists	\$78,772	\$287,782	\$961,475
Full-service Restaurants	\$4,736,248	\$18,613,084	\$62,025,905

Furniture Stores	\$895,370	\$3,499,509	\$11,672,088
Gasoline Stations	\$8,691,959	\$36,516,964	\$120,813,945
Gift, Novelty, and Souvenir Stores	\$230,901	\$902,130	\$2,996,760
Hardware Stores	\$149,577	\$596,471	\$1,965,652
Hobby, Toys and Games Stores	\$198,174	\$769,269	\$2,561,098
Home Centers	\$1,148,616	\$4,340,523	\$14,371,105
Home Furnishing Stores	\$608,052	\$2,233,894	\$7,440,053
Household Appliances Stores	\$263,232	\$1,005,564	\$3,353,889
Jewelry Stores	\$244,956	\$942,105	\$3,165,390
Limited-service Eating Places	\$4,604,013	\$18,284,618	\$60,912,919
Luggage & Leather Goods Stores	\$30,242	\$116,792	\$387,533
Mens Clothing Stores	\$105,962	\$445,803	\$1,469,886
Musical Instrument and Supplies Stores	\$45,140	\$184,452	\$632,147
News Dealers and Newsstands	\$16,367	\$65,738	\$218,382
Nonstore retailers	\$3,195,791	\$12,577,688	\$41,898,295
Nursery and Garden centers	\$428,858	\$1,608,450	\$5,367,721
Office Supplies and Stationery Stores	\$311,011	\$1,207,346	\$4,021,304
Optical Goods Stores	\$151,610	\$607,751	\$2,045,547
Other Building Materials Dealers	\$682,322	\$2,593,562	\$8,557,989
Other Clothing Stores	\$121,883	\$483,977	\$1,622,484
Other General Merchandise Stores	\$5,821,782	\$23,794,738	\$78,872,367
Other Health and Personal Care Stores	\$121,789	\$472,164	\$1,555,406
Other Miscellaneous Store Retailers	\$956,236	\$3,864,954	\$12,836,670
Other Motor Vehicle Dealers	\$834,872	\$3,626,521	\$12,714,635
Outdoor Power Equipment Stores	\$68,942	\$252,521	\$846,837
Paint and Wallpaper Stores	\$126,419	\$461,050	\$1,506,212
Pharmacies and Drug Stores	\$1,888,696	\$7,335,910	\$24,171,140
Precorded Tape, Compact Disc, and Record Stores	\$32,665	\$133,747	\$451,086
Radio, Television and Other Electronics Stores	\$687,813	\$2,734,896	\$9,170,274
Sew/Needlework/Piece Goods Stores	\$86,126	\$305,875	\$1,010,945
Shoe Stores	\$465,274	\$1,951,288	\$6,505,092
Special Foodservices	\$63,780	\$243,405	\$811,584
Specialty Food Stores	\$345,739	\$1,438,211	\$4,762,378
Sporting Goods Stores	\$367,786	\$1,440,272	\$4,836,091
Supermarkets and Other Grocery (except Convenience) Stores	\$8,917,284	\$36,921,563	\$122,203,877
Used Merchandise Stores	\$123,061	\$486,155	\$1,623,147
Womens Clothing Stores	\$447,185	\$1,763,170	\$5,927,636
Total Aggregate Annual Retail Sales	\$79,758,022	\$319,239,480	\$1,061,201,738

